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Date: August 4, 2010 Signature:

Peter Elyiw (Reg. No. 58,893)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re U.S. Patent Application of:) Group Art Unit: 2454
Tim Neil)
Serial No.: 10/537,621)
Filed: June 3, 2005)
For: FACILITATING MOBILE DEVICE)
AWARENESS OF THE AVAILABILITY)
OF NEW OR UPDATED SERVER-SIDE)
APPLICATIONS)

The Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450
U.S.A.

Dear Commissioner:

PTO Customer No. 90525

RESPONSE TO NON-FINAL OFFICE ACTION

In response to the Non-Final Office Action mailed May 5, 2010, in the above-noted application, please amend this application as follows, without prejudice or disclaimer:

Amendments to the Specification are set forth on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims which begins on page 3 of this paper.

Remarks begin on page 9 of this paper.